**IN THE CLAIMS**

1. (currently amended) A device for applying a substance onto keratinous fibers, eyelashes or eyebrows, the device comprising:

a rod having an end portion having a longitudinal axis;

a brush fixed to said end portion of said rod, said brush including:

a twisted-wire core fixed to said end portion of said rod, said core having a bristle-carrying portion and a remote end; and

a plurality of bristles extending from said bristle-carrying portion of said twisted-wire core, said twisted-wire core being bent such that substantially all points of said bristle-carrying portion form an angle greater than 0° and less than about 20° relative to said longitudinal axis of said end portion of said rod, said bristles having free ends defining an envelope surface having a non-circular cross-section at at least one point along said bristle-carrying portion; and

a receptacle adapted to receive said rod and said brush in an assembled condition, said receptacle having an inner wall and a wiper member ~~configured to contactsaid brush during withdrawal of said brush from said receptacle~~, said rod and said brush being spaced from said inner wall in said assembled condition, said wiper member being disposed in said receptacle such that said wiper member wipes said brush as said brush is withdrawn from said receptacle.

2. (cancelled)

3. (previously presented) The device according to claim 1, wherein said bristle-carrying portion is substantially rectilinear.

4. (previously presented) The device according to claim 1, wherein said bristle-carrying portion includes a middle and a distal end portion extending from said middle to a free end of said bristle-carrying portion, said longitudinal axis of said end portion of said rod intersecting said envelope surface of said distal end portion.

5. (previously presented) The device according to claim 1, wherein said bristle-carrying portion forms an angle greater than 0° and less than about 15° relative to said longitudinal axis of said end portion of said rod.

6. (previously presented) The device according to claim 1, wherein said bristle-carrying portion forms an angle greater than 0° and less than about 10° relative to said longitudinal axis of said end portion of said rod.

7. (previously presented) The device according to claim 1, wherein said bristle-carrying portion forms an angle of between about 0.2° and about 15° relative to said longitudinal axis of said end portion of said rod.

8. (previously presented) The device according to claim 1, wherein said bristle-carrying portion forms an angle of between about 1° and about 10° relative to said longitudinal axis of said end portion of said rod.

9. (previously presented) The device according to claim 1, wherein said bristle-carrying portion forms an angle of between 5° and about 10° relative to said longitudinal axis of said end portion of said rod.

10. (previously presented) The device according to claim 1, wherein said remote end of said core is situated at a distance from said longitudinal axis of said end portion of said rod of less than about 7.5 mm.

11. (previously presented) The device according to claim 1, wherein said remote end of said core is situated at a

distance from said longitudinal axis of said end portion of said rod of less than about 4.5 mm.

12. (previously presented) The device according to claim 1, wherein said brush includes at least one longitudinal ridge.

13. (previously presented) The device according to claim 12, wherein said brush includes between two and eight of said ridges.

14. (previously presented) The device according to claim 1, wherein said brush includes at least one planar or concave face.

15. (previously presented) The device according to claim 1, wherein a cross-section of said brush includes at least one convex surface having a radius of curvature greater than a length of a longest bristle extending from said core in said bristle-carrying portion.

16. (previously presented) The device according to claim 1, wherein said core includes at least two twisted-together strands.

17. (previously presented) The device according to claim 16, wherein said at least two strands are twisted together with a left-hand pitch.

18. (previously presented) The device according to claim 16, wherein said at least two strands are twisted together with a right-hand pitch.

19. (previously presented) The device according to claim 1, wherein said cross-section of said envelope surface is constant over a majority of said bristle-carrying portion of said core.

20. (previously presented) The device according to claim 1, wherein said cross-section in at least a portion of

said envelope surface differs from said cross-section in a remainder of said envelope surface.

21. (previously presented) The device according to claim 1, wherein said cross-section in at least a portion of said envelope surface differs in size from said cross-section in a remainder of said envelope surface.

22. (previously presented) The device according to claim 1, wherein said cross-section of said envelope surface at at least one point along said core has a general shape selected from the group consisting of polygonal, triangular, square, pentagonal, hexagonal, oblong, oval, lenticular, star-shaped, star-shaped with three to six branches and keyhole-shaped.

23. (previously presented) The device according to claim 1, wherein said core defines the center of symmetry for at least one cross-section of said envelope surface.

24. (previously presented) The device according to claim 1, wherein said core is off-center from said envelope surface at at least one point along said bristle carrying portion.

25. (previously presented) The device according to claim 1, wherein said brush includes at least two sets of bristles of different diameters.

26. (previously presented) The device according to claim 1, wherein said bristles are made of a resilient material.

27. (previously presented) The device according to claim 1, wherein said bristles include a compound making it easier to slide over keratinous fibers.

28. (previously presented) The device according to claim 27, wherein said compound is a particulate compound.

29. (previously presented) The device according to claim 1, further including a handle, wherein said rod is connected to said handle.

30. (previously presented) The device according to claim 29, wherein said receptacle has an open end, and said handle is arranged to close said open end of said receptacle in a sealed manner in said assembled condition.

31. (previously presented) The device according to claim 1, wherein said twisted core of said bristle-carrying portion lies entirely on one side of a plane containing said longitudinal axis of said end portion of said rod.

32. (previously presented) The device according to claim 1, wherein said bristle-carrying portion has a free end, said free end being further from said longitudinal axis of said end portion of said rod than any other portion of said bristle-carrying portion.

33. (cancelled)

34. (cancelled)

35. (previously presented) The device according to claim 1, wherein said wiper member has an orifice of circular cross-section.

36. (currently amended) A system for applying a makeup product onto eyelashes or eyebrows, the system comprising:

a rod having a longitudinal axis and an end;

a brush fixed to the end of the rod, the brush comprising:

a twisted-wire core fixed to the end of the rod, the core having a bristle-carrying portion and a remote end; and

a plurality of bristles extending from the bristle-carrying portion of the twisted-wire core, the twisted-wire core being bent such that substantially all points of the bristle-carrying portion form an angle greater than about 5° and less than about 10° relative to the longitudinal axis of the end portion of the rod, the bristles comprising a compound configured to cause a modification to sliding resistance of the bristles in contact with the eyebrows or eyelashes; and

a receptacle configured to receive the rod and the brush in an assembled condition, the receptacle having an inner wall, the rod and the brush being spaced from the inner wall in the assembled condition, the receptacle including a wiper member having a circular cross-section, the wiper member being disposed in the receptacle such that the wiper member wipes the brush as the brush is withdrawn from the receptacle.